ABSTRACT

If some aspect of serving or scoring an ad is subject to a performance (e.g., click-through rate, etc.) threshold, such a threshold may be adjusted using

5   a confidence factor of the ad targeting used. For example, ads served pursuant to a more relaxed notion of match might have to meet a higher performance threshold (e.g., than the threshold applied to ads served pursuant to a stricter notion of match). Alternatively, or in addition, ads served pursuant to a stricter notion of match might be subject to a lower performance threshold (e.g., than the

10 threshold applied to ads served pursuant to a more relaxed notion of match. Thus, in general, a performance threshold could increase as match confidence decreases, and/or a performance threshold could decrease as match confidence increases.